Telecoms & Tech Academy

Telecoms Mini MBA

From Communications Service Provider To Digital Solutions Provider

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Telecoms Mini MBA:
From Communications Service Provider To Digital Solutions Provider

This programme is highly participative, focusing on real business, technology and industry issues. It is designed to give you a critical understanding of the key competency areas required for success within the telecoms industry – enabling you to make more informed and commercially viable strategic decisions.

The business simulation is the vehicle through which we maximise the competency development and ensure ideas on strategic implementation can be tested and appraised.

The programme is made up of modules from five main competency areas, as well as the comprehensive business simulation:

- Telco and Enterprise Environment
- Strategic focus on technology evolution including 5G, SDN and NFV.
- Finance and Global Financial Benchmarks
- Change Management and Digital Leadership
- Customer Experience and Marketing
- PLUS Unique and updated for 2022 Business Simulation

HIGHLIGHTS

- Over 10,000 industry professionals have successfully completed the Telecoms Mini MBA
- 98% of our delegates rate the programme as Good or Excellent

Get in touch with our Training team now to find out more **telecomsacademygroups@informa.com**

LEARNING OUTCOMES

Benefits for the Individual

- A comprehensive programme exploring the requirements and implementation strategies of new digital initiatives -setting out the impact of the new digital landscape on the business
- Delivered by trainers with extensive experience of training tier 1 and 2 operators and vendors worldwide, and with insights from Omdia
- Develops clarity and unity throughout the organisation - and allows much better alignment of KPIs, performance and focus with overall strategy
- Strengthens the foundation on which to develop a more innovative environment that embraces the opportunities to be found within developments such as IoT, Smart Cities, Industry Verticals, and Enterprise
- Develop new business models and identify areas for future competitive advantage
- Understand your role in the wider organisation
- Develop the knowledge to impact strategic debate and contribute actively to technology, financial, management and marketing decisions
- Discuss with confidence the emerging dynamics of the telecoms market and wider technology ecosystem
- Be a driver for digital transformation in your organisation

Benefits for the Organisation

- Build an agile, innovative organisation that is best placed to monetize creativity
- Drive significant change and digital transformation across the business
- Implement customer focused strategies to build loyalty and maximise RoI
- Build a shared vision of the future and develop goals and objectives to deliver it
- Align KPIs, drive performance, and focus team tasking on strategy
- Assess new technologies and supporting systems - identifying key requirements in terms of capabilities, limitations and features.
- Evaluate new initiatives holistically - with full regard for the customer proposition and competitive environment
- Make decisions on transformation initiatives and technologies that are commercially viable, minimise risk, and in line with the strategy

WHO IS IT FOR?

This programme is designed for mid to senior managers, future managers, on a path to CxO, specialists, identified talent and directors from all functions within the telecommunications sector. It has been developed for those whose time is limited and who work in critical roles or situations where a lengthy period away for study is not possible. The Telecoms Mini MBA also provides an ideal opportunity to develop the organisation's talent pool and support succession planning.

After completing this Telecoms & Tech Academy Course, you will be awarded with the CPD Certification certificate. This is a recognised independent CPD accreditation compatible with global CPD principles. The Certificate of Achievement provides proof that you have taken the course and can be used on your CV or work portfolio.

"The entire sessions were great, very informative and cover the entire spectrum on how a tele company is established and run... The simulation gave a chance for me to test knowledge attained in the course fresh from sessions... Great people – experts... Had a great learning experience – I am fully geared up to contribute in our Opco.... Great Course!! Thank you."

Programme Agenda
Modules include:

Day 1

Welcome Coffee

Welcome, Introductions, Course Overview

Break (20mins)

Telecoms Business Environment Understanding Transformation

Lunch

Telecoms Industry Outlook - Context for Change

Break (20mins)

Telecoms Industry Outlook the Role of Enterprise and ICT

Case Study Prep

Day 2

Welcome Coffee

Telecoms Technologies Understanding the Evolution

Break (20mins)

Telecoms Technologies Strategy & the Role of 5G, SDN and NFV

Lunch

Advanced Telecoms Finance

Break (20mins)

Omdia World Telecoms Financial Benchmarks

Case Study Prep

Day 3

Welcome Coffee

Digital Transformation Telecoms Marketing Challenges

Break (20mins)

Driving Customer Experience

Lunch

Digital Leadership - Best Practice Transformation Techniques

Break (20mins)

Leading Successful Change for the Transforming Telco

Case Study Prep

Day 4

Welcome Coffee

Customer Focus Segmentation and Customer Value Management

Break (20mins)

21st Century Telecoms Marketing; Digital Marketing and Branding

Lunch

Case Study Development

Break (20mins)

Case Study Development

Case Study Prep

Day 5

Welcome Coffee

Case Study Development

Break (20mins)

Case Study Development

Lunch

Team Presentations

Break (20mins)

Team Presentations

Strategy/Business Environment | Emerging Technologies | Finance | Digital Leadership & Change Management / Marketing/Customer Focus | PLUS Unique Business Simulation

Get in touch with our Training team now to find out more **telecomsacademygroups@informa.com**

Programme Details

Strategy/Business Environment

Sessions that cover up-to-the-minute industry information and analysis. These sessions combine to give a breakdown of where the telecoms industry finds itself in today, with a comprehensive look forward at where it is going, with forecasts and timelines, as well as regional analysis. Factors that affect the operator business model and strategy are covered in detail.

- Telecom industry trends and forecasts
- The impact of Digital Transformation
- Enterprise Services and Markets

Technology

It has always been important for everybody with a passing interest or active role with in Telco to have an understanding of the way in which networks are able to provide simple voice and text based service as well as the more complicated data and data based services. This section continues to provide a basic grounding in the techniques used on the core and access networks. This section can provide that basic grounding, but what may be of more importance is an understanding of how evolutions in technology can give rise to new and exciting services or even ways of doing business. With the advent of 5G this section will now prepare the audience for the next generation of super-fast, super-efficient network technology.

- Technology evolution & developments
- Network building blocks & support systems
- Network infrastructures
- The "Cloudification" of the network infrastructure and services

Finance

Bringing financial considerations into every business activity. A rapid, thorough and uncomplicated look at all the essential financial techniques used in modern telecoms. From making sense of the three principle accounting documents to assessing financial KPIs, these modules provide an ideal toolkit of knowledge and skills for any manager.

- Understanding corporate finance and accounting
- The principle financial accounting documents
- Analyse the performance of the leading CSPs using Omdia data

Digital Leadership And Change Management

The essentials of effective change management and the latest in digital leadership. Comprehensive and focused, these highly practical interactive sessions provide an opportunity to enhance your management and leadership skills, providing a solid foundation to drive change and improve innovation in any transforming organisation.

- Digital Leadership skills and techniques

- Changing the DNA of the Telco as part of Digital Transformation
- Maximising performance in the digital age.
- Agile, LEAN Start-up for Corporates and Google OKR's

Customer Experience And Marketing

Thought provoking sessions that put the customer proposition sharply in focus. Although the customer offering is at the heart of most topics, these sessions take a more formal look at marketing and customer expectations. From branding to pricing, and segmentation to service offerings, a range of essential customer-focused topic areas are covered, before a broader look at competitive advantage and operating in a competitive market place. The role of the regulator is also looked at in some detail.

Business Simulation

This unique, and fully updated for the new digital economy, business simulation runs throughout the five days, and offers the opportunity to test your ideas in a simulated environment with the latest competitive environment trends and opportunities. Working in small teams, you will consider and evaluate all the major aspects of setting up and running an effective telecommunications company – from initial conception, through market testing, regulatory considerations, overall strategy, telco structure, customer proposition, service

offerings, technology choices, timelines, cost analysis, and performance KPIs.

DAY 1
Welcome And Business Simulation Introduction

This session sets the tone of the week, including the overall programme objectives, the speakers, and what is expected. Delegates meet their team members. The business simulation is also introduced in detail. The scope, format and expectations are set out to ensure each team is fully aware of the requirements, and that each participant can ensure they maximize the learning opportunity throughout the modules.

The Telecoms Business Environment

A comprehensive look at the evolving telecoms business world – from shareholder to customer, and all that lies between. This module covers key elements of the business environment in which telecoms companies find themselves. The view of shareholders, telecom operators, vendors, service providers, and very importantly, the customer and enterprise, are all examined. The changing (and increasingly complex) interrelation - ships between the different players are discussed.

- Shareholder Requirements
- Business goals
- Overall aims of the Telco
- Spectrum
- Infrastructure
- Role of vendors

- The MVNO Case
- The Service Proposition
  - Basic services,
  - Advanced services
  - The Internet and third parties
- What's involved and how do they do it?
- Procedures
- User Experience
- What does the customer get...? What does the customer want?
  - Segments
  - Meeting the Customer Requirements

Telecoms Industry Outlook

Many challenges and opportunities face the ever-changing telecoms industry over the next few years, and this module provides a comprehensive analysis of the current situation, as well as predicting future trends, growth markets and technologies – and the strategies that are likely to be employed. The aim is to provide a clearer picture of the way ahead – enabling more informed decisions and choices. The information is drawn from Omdia's vast market intelligence resources.

- Summary of global key trends
  - Revenues: telecoms, broadband and TV
  - Multi-play, convergence and consolidation
- Digital Transformation
  - Digital operator, digital service provider?
  - IT transformation
  - Digital technologies: big data, AI, etc.
  - Future telco business models

Programme Details

- Network revolution – 5G, SDN & NFV
- Digital services, B2C, B2B and the future telco
- IoT – evolving from M2M
  - Consumers: connected devices, smart home
  - IoT, verticals and smart cities
- ICT services
- A new focus for the telecoms operator
  - Cloud service providers
  - Video, TV and advertising
- Learning from and partnering with OTTs
- The growth of Enterprise Service Offerings
  - Growing Enterprise revenue
  - SMME and Freelance Economies
  - Premium context aware services
  - Enterprise Security governance, monitoring, and management

Business Simulation Making Sense Of The Task

Teams are asked to assimilate their understanding and begin to research the requirements for a successful licence bid.

DAY 2
Telecoms Technologies – The Emerging Picture

With telecom technologies changing rapidly, there is a need to thoroughly understand the capabilities, limitations, and implications as each new system is adopted. This module sets out the emerging picture logically – tackling the building blocks first, before looking at the different access and core network systems in more detail. The picture is built up from the basics to include the way in which the different technologies and elements interact to provide the overall user experience. For the mobile technologies, we concentrate on the 3GPP family, and the evolutionary path through GSM, GPRS, EDGE, 3G W-CDMA and HSxPA, and onto LTE and the transformation to 5G technologies and services. Interoperability, compatibility, and roaming scenarios are all illustrated.

- Defining Telecommunication
- Network Building Blocks
  - Network Architectures
  - Connecting it all together
- Mobile and Mobile Broadband
  - Network Evolution, Services and Technologies
  - GSM -> 3G -> 4G LTE
  - 5G Requirements and transformation
- Fixed
  - Access Schemes, DSL Technologies, Cable & FTTx
- Convergence Strategies and Networks
- The "Cloudification" of the network
  - NFV and SDN
  - Datacentres
  - The fully Integrated Network
- Enterprise Networks and Services

Advanced Telecoms Finance

This module uses a market transformation oriented approach to assess major areas of applicable financial knowledge. It provides the tools to allow telecom executives to develop their financial awareness, and to apply their skills and knowledge as they develop new service propositions, or manage busy departments. It better places each participant for survival in the competitive environment of modern telecoms.

The Business Finance Cycle
- Identifying the flow of funds in a commercial business
- Determining the factors influencing the sourcing of finance

Capital Structure
- Implications of financial risk
- The relationship with operational risk

Accounting Data And Its Use In Corporate Control And Planning
- The three principle documents
- Balance sheet
- Profit and loss account
- Putting it all together using the published accounts of a major telecoms organisation

Cash Flow
- Tracing the vital flow of cash through every channel of business activity
- Cash being the one certain fact in the whole mix

Cost/Volume/Profit Analysis
- The strategic trade-off of volume and price
- Contribution analysis
- Profit value relationship

Capital Budgeting – The Critical Area Of Irreversible Investment
- Appraisal techniques

Omdia World Telecoms Financial Benchmarks
- Latest global financial results benchmarked
- Levels of best practice identified

Business Simulation Developing The Business Framework

Teams start to develop their business proposition by considering both financial aspects and the technology on which the business is based. This will be further developed as the week progresses.

DAY 3
Customer Experience—Understanding The Modern Telecoms Customer

The consumer telecoms market continues to see significant disruption as all media and services become digitized and large Internet and consumer electronics players become fully integrated SMART players.

Quality of customer experience will be more important than ever and will remain something that consumers are willing to pay a premium for.

Partnerships between telcos, regulators, vendors ,content providers and other players in the digital eco-system will be essential to enable both sides to offer the required level of Customer Experience and maintain their competitive advantage.

Sustaining a leading market position will be tougher than ever for all types of player; new players will continuously disrupt the status quo with emerging technologies and business models.

CSP - The Integrated Service Provider
- The role of connected devices
- Digital Services with high levels of personalisation
- Communications as an anchor for other services
- Incorporating location in digital strategy
- The value of telecoms data
- Smart home, wearables, content and personalisation

Digital Leadership And Change Management

So, what does it take to be an effective leader in today's telecommunications environment – a world of continuous change and constant challenges? This module is designed to optimise your effectiveness as a modern digital leader. It explores how you can use your use of digital leadership as a strategic tool to align your organisation's culture with its strategic business objectives – whilst building support for your projects. The programme looks at real world leaders and examines how they achieve the results that they do. It also looks at your existing level of competency in core leadership areas and provides feedback on your leadership style. We explore leadership in the real world, with a focus on overcoming resistance to change, dealing with politics and the dynamics of leading digital transformation.

Programme Details

Fundamental Concepts About Digital Leadership

- Personal development and leadership development in the context of organisational growth, success and decline
- The relationship between digital leadership, innovation and change management
- The core competencies of effective digital leadership and how you measure up
- Your personal digital leadership strengths and areas for development

Leading Successful Change

- How to transform people and ways of working
- Developing digital culture across the organisation, and aligning separate departments with cross function teams to break the silo effect
- How to create the conditions for innovation and digital transformation
- Why people resist digital transformation and change and the strategies for handling this resistance
- Developing Digital Leadership excellence through integrating digital processes and technologies to serve and shape business strategies

Agile Implementation Tools for Digital Leaders

- Digital Leaders Coaching Toolkit
- Google OKR's for results
- Agile and Lean Start-up for Corporates

Business Simulation Building A Framework For Success

Teams are asked to develop their people strategy in order to ensure they are able to deliver

DAY 4
21st Century Telecoms Marketing - Customer Value Management

The telecoms market is rapidly becoming even more complex, with new communication-centric services available every day from a wide variety of providers both within and outside telecoms, increasing the risk of churn still further. With your control over your customer relationships now under threat from all sides, now is the time for you to begin developing customers as true assets to your company. This is likely to involve a total re-think of your current customer relationship strategy and a complete realignment of your organisation with your customers' expectations, delivering total satisfaction at all times.

Ensuring the provision of a viable and competitive customer proposition is vital to the success of a telecoms operator, and in turn, the telecoms vendors (handset and network), and service providers. A key element of ensuring that success is communicating the proposition effectively. This module provides useful insights into marketing and positioning

strategies employed within the telecommunications industry. We focus on assessing that the right products are developed within different market environments, and that marketing communications are effective, focused and timely. This module also looks at building and maintaining sustainable competitive advantage in a dynamic environment depends on clearly identifying and meeting customers' strategic requirements profitably. This session briefly looks at how to identify and put in place sources of competitive advantage.

- Marketing principles
- Marketing channels
- Positioning
- Segmentation
- Branding
- Promotion
- Distribution
- Wholesale
- Sources of competitive advantage
- Building market based sustainable competitive advantage
- Customer Proposition—Building life time customer value

Operating In A Competitive Environment

We examine the role of Regulation – firstly the purpose and implications of regulating the competitive environment (and any possible unfair competitive advantage), followed by the wider requirements of providing telecommunication services in developed or developing

economies. Finally, we take a more detailed look at the key players, licensing, and the key challenges.

- The requirement for regulation
- Benefits & implications of regulation
- Key players in regulation
- Licensing
- Key challenges

DAY 5
The Business Simulation

The business simulation had always been at the heart of this programme allowing those attending to discuss what they have learnt throughout the week and to have meaningful conversations with their peers from other industries, including opco's, regulators, vendors and partners within the digital eco-system.

This important team exercise has been fully updated to reflect the changing nature of telco markets around the world. The San Luciana market is now more advanced and complex requiring novel thinking and critical analysis in the preparation of the business case.

The unique Business Simulation runs throughout the week – acting to tie each of the modules into the bigger picture in a practical and interactive way. As we deal with each major aspect of telecoms throughout the week, Island Telco allows you to test your ideas and understanding in a simulated environment, maximising the opportunity for learning,

whilst developing a much more complete picture of the telecoms environment.

Working competitively in teams, you are asked to develop a business plan to run a converged telecoms operation on a Caribbean Island – presenting your plans to a license commission on day 5 in order to win the license to operate. All the major aspects of telecoms need to be considered and developed within the simulation, including:

- Overall strategy
- Financial aspects
- Leadership and people management
- Competitive landscape
- Customer proposition including convergence and enterprise
- Marketing and positioning
- Technology choices
- Rollout and launch

Whether you work for a telco, vendor or service provider, the Island Telco Business Simulation provides an extremely effective environment in which to build your understanding of your customers, your organisation, your people, and your place in the competitive telecoms landscape. Expert reviews, feedback and discussions ensure maximum learning value is achieved.

Telecoms & Tech Academy

Informa Telecoms & Tech Academy, part of Informa Tech, has been providing training programmes and workshops for organisations within the telecoms/ICT space for the past 20+ years.

We have a wide portfolio of telecoms/technology/ICT specific programmes. We take time to understand your requirements, you'll work with our specialist training team to ensure that we deliver your perfect training programme for your business. Our programmes include the latest relevant market research, analysis and insights from Omdia – the biggest research organisation in the industry. We train right across an organisation.

Job Functions include:

- CxO
- Director
- Senior Manager
- Middle Manager
- Identified Talent
- Enterprise Sales
- Retail Sales
- Technology Teams
- Supporting Functions (Finance, HR, Marketing, Operations)

32,000+
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